

### AMENDMENTS TO THE CLAIMS

1. (Previously Presented) A liquid crystal display device comprising:

a liquid crystal display panel having a backside;

a light guide plate including an incident surface and an emitting surface, said light guide plate being provided along said backside of said liquid crystal display panel wherein said emitting surface of said light guide plate faces toward said backside of said liquid crystal display panel;

a lamp disposed along said incident surface of said light guide plate; and

a lamp reflector having an inner circumference surface defining a space for accommodating said lamp, a light reflection layer formed on said inner circumference surface, wherein said lamp reflector further includes an arm portion disposed along said emitting surface at the incident surface side of said light guide plate so that a light transmission region is defined between said arm portion and said emitting surface, wherein said light transmission region has a thickness sufficiently small so that periodic bright lines on said liquid crystal display panel are at an inconspicuous intensity level.

2. (Previously Presented) The liquid crystal display device of claim 1 wherein said light guide plate further includes a back surface opposing said emitting surface, and wherein said lamp reflector further includes a second arm portions disposed along said back surface at the incident surface side of said light guide plate, and wherein a second light transmission regions defined by the space between said second arm portions and said back surface has a thickness sufficiently small so that periodic bright lines on said liquid crystal display panel are at an inconspicuous intensity level.

3. (Previously Presented) The liquid crystal display device of claim 1 wherein said light transmission region has a thickness of less than about 5 micrometers.

4. (Previously Presented) The liquid crystal display device of claim 2 wherein said second light transmission region has a thicknesses of less than about 5 micrometers.
5. (Original) The liquid crystal display device of claim 1 wherein said lamp reflector further comprises a sheet-shaped support body having a specified rigidity.
6. (Previously Presented) The liquid crystal display device of claim 1 wherein said light transmission region comprises a transparent protective layer that is formed on said light reflection layer after said light reflection layer is formed on said inner circumference surface.
7. (Previously Presented) A side backlight unit comprising:
- a light guide plate including an incident surface, an emitting surface adjoining said incident surface, and a back surface adjoining said incident surface and opposing said emitting surface;
  - a lamp disposed along said incident surface of said light guide plate; and
  - a lamp reflector for reflecting light irradiated from said lamp toward said incident surface,
- wherein said lamp reflector includes: an inner circumference surface defining a space for accommodating said lamp; arm portions each having an arm surface extending from said inner circumference surface, said arm surfaces sandwiching said emitting surface and said back surface of said light guide plate on said incident surface side and defining light transmission regions between said arm surfaces and said emitting surface and said back surface; and a light reflection layer formed on said inner circumference surface,
- wherein said light transmission regions have thicknesses sufficiently small so that periodic bright lines on said incident surface are at an inconspicuous intensity level.
8. (Previously Presented) The side backlight unit of claim 7 wherein said light transmission regions have thicknesses of less than about 5 micrometers.

9. (Previously Presented) The side backlight unit according to claim 7 wherein said light transmission regions comprises a transparent protective layer formed on said light reflection layer.

10. (Original) The side backlight unit according to claim 9 wherein said transparent protective layer has a thickness less than about 5 micrometers.

11. (Original) The side backlight unit according to claim 9 wherein said transparent protective layer is deposited on said light reflection layer after said light reflection layer is formed on said inner circumference surface.

12. (Original) The side backlight unit according to claim 11 wherein said transparent protective layer has a thickness less than about 5 micrometers.

13. (Previously Presented) A lamp reflector for use in a side backlight unit of a liquid crystal display device, said lamp reflector comprising:

- a reflector body having an inner circumference surface defining an accommodation space for a lamp, said reflector body including arm portions for sandwiching a light guide plate of the liquid crystal display device;

- a light reflection layer formed on said inner circumference surface; and

- a transparent protective layer formed on said light reflection layer wherein said transparent protective layer has a thickness sufficiently small along said arm portions so that when said arm portions sandwich the light guide plate, periodic bright lines on said liquid crystal display device are at an inconspicuous intensity level.

14. (Previously Presented) The lamp reflector according to claim 13 wherein said thickness of said transparent protective layer is less than about 5 micrometers.

15. (Original) The lamp reflector according to claim 13 wherein said reflector body comprises a sheet-shaped support body having specified rigidity.

16. (Original) The lamp reflector according to claim 15 wherein said sheet-shaped support body comprises a material selected from the group consisting of brass and stainless steel.

17. (Original) The lamp reflector according to claim 13 wherein said transparent protective layer comprises a film consisting of a material selected from the group consisting of a metal-series compound and a resin.

18. (Original) The lamp reflector according to claim 17 wherein said metal-series compound is selected from the group consisting of SiO<sub>2</sub>, TiO<sub>2</sub>, ZnO, MgO, ZnF, MgO and indium tin oxide.

19. (Original) The lamp reflector according to claim 17 wherein said resin is selected from the group consisting of acryl-series resin, PET and polycarbonate.

20. (Original) The lamp reflector according to claim 13 wherein said light reflection layer comprises a material selected from the group consisting of Ag, Al, Pt, and a white-colored material.